King, Valerie A.

From: King, Valerie A.
Sent: Friday, August 06, 2004 5:15 PM
To: 'Kimberly Prchal'
Cc: Jacqueline Mowitz; Kelli Hogeland
Subject: RE: Advertising Time

Sensitivity: Confidential

DSS: No

Kim:
Just to clarify - are there any requirements in terms of days? In other words, is it 3 working days from any submission day to ad, or more like the IRB process (i.e., materials have to be submitted by a certain day of the week in order to guarantee turn around times)?

Thanks,
Valerie

-----Original Message-----
From: Kimberly Prchal [mailto:Kimberly.Prchal@mdsps.com]
Sent: Wednesday, July 21, 2004 7:44 PM
To: valerie.a.king@pmusa.com
Cc: Jacqueline Mowitz; Kelli Hogeland
Subject: Advertising Time
Sensitivity: Confidential

Valerie,

Last week you had requested information with regards to lead in time for LNK advertising. Here is Kelli's response:

Print ads - 3 days
Radio ads - 7 days
Database mailings - 5 days

Please let us know if you need further information.

Thanks
Kim

Kimberly Prchal
Senior Project Manager
MDS Pharma Services
621 Rose Street
Lincoln, NE 68502 USA
kimberly.prchal@mdsps.com
P:402-437-4773
C:402-610-0190

PM3006735978

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